*Major products imported from Malaysia*

*(Value in Rs. crore)*

| | | 1993-94 | 1994-95 |
|---|---|---|---|
| 1. | Vegetable oils fixed (edible) | 60.22 | 284.70 |
| 2. | Transport equipment | 2.31 | 225.88 |
| 3. | Wood & Wood products | 172.05 | 211.25 |
| 4. | Electronic goods | 68.85 | 76.42 |
| 5. | Metalifers ores & metal scrap | 24.43 | 49.59 |
| 6. | Non-ferrous metals | 40.04 | 42.60 |
| 7. | Organic chemicals | 9.18 | 38.26 |

(Source: DGCI & S, Calcutta)

(d) The Indo-Malaysia Joint Commission for Bilateral Cooperation was set up in 1992.

**Logo and Promotional Campaigns to Popularise Indian Tea**

70. SHRI S. S. AHLUWALIA: Will the Minister of COMMERCE be pleased to state:

(a) whether it is a fact that in order to popularise classic Indian teas abroad Tea Board had recently launched logo and promotional campaigns in foreign countries;

(b) if so, what are the details thereof;

(c) whether any improvement has been noticed in the export of classic Indian teas after these campaigns; and

(d) if so, what are the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI P. CHIDAMBARAM): (a) and (b) In order to popularise Indian tea, the first Darjeeling tea logo campaign was started in 1988 followed by Assam logo campaign in 1990-91 in UK. Later on this campaign was extended to other countries including Germany, Japan, USA etc. The logo campaign is directed to attract the attention of buyers abroad to the speciality of Darjeeling, Assam and Nilgiri teas apart from ensuring that any tea packet bearing the logo is 100% pure tea from those areas. Such logos are allowed to be incorporated in tea packets of Indian and foreign companies after a certification from the Tea Board's 'Panel of Tasters' is given. A number of companies, both Indian and foreign, are currently using these logos.

(c) and (d) It is not possible to accurately quantify the increase in export due to use of these logos. However, in recent years, exports to UK, Germany & USA have gone up. Besides, there has been an increased awareness of the speciality of Darjeeling, Assam and Nilgiri teas on the part of buyers which is reflected by the number and types of enquiries registered with Indian exporters and the Tea Board.

**M.Ps.' Local Area Development Scheme**

71. SHRI SARADA MOHANTY: Will the Minister of PLANNING AND PROGRAMME IMPLEMENTATION be pleased to state:

(a) what are the details of the schemes pertaining to the MPs Local Area Development Programme;

(b) what is the amount proposed to be allocated to each Member of Parliament in their constituencies during 1995-96 financial year; and

(c) the mode of allocation of funds under the above programme?

THE MINISTER OF STATE OF THE MINISTRY OF PLANNING AND PROGRAMME IMPLEMENTATION (SHRI GIRIDHAR GAMANG): (a) An illustrative list of works that may be taken up under Member of Parliament Local Area Development Scheme (MPLADS) is given in para 2.3 of the guidelines for MPLADS. Similarly, para 2.4 of the guidelines indicates the list of